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The Sex Life of the South African Bumblebee



By Gary Seibert, CEO,
Small Business Resource Association

Due to a lack of sexual activity, there are no bumblebees in South Africa. So, with that new found knowledge and the fact that I now

have your attention, here is the real topic for this month's article.

YOUR BUSINESS— YOUR FUTURE—YOUR CHOICE

On September 24th, at the DoubleTree Hotel in Reading, the SBRA hosted the 1st Annual Business Innovations Conference. This full day conference provided four panels with four subject matter experts discussion the future as it will affect business communities around the globe. These four topics were FINANCIAL, WORKFORCE, TECHNOLOGY AND CONSUMER TRENDS. Like it or not, the world is changing faster than most people can keep up with it. You might be a great student of finance but get lost in the world of technology or, you might be younger than 35 and feel very at ease with the new consumer trends but you have a very difficult time finding employees. In other words, you may have some idea about some of the changes taking place but, you haven't a clue about most of what you need to know.

Change is inevitable, and like it or not, you will need to embrace it or get left behind. Some of my friends have asked me if I really write these monthly articles or do I use AI. I have been told that an 800-word article would take no more than 5 minutes to tell AI what you want and for it to give it to you—well written, grammatically correct and

without spelling errors. Yes, that is true but, it would not be the real me writing these articles and giving you my real thoughts and experiences. It would definitely save time but it would not be me. HOWEVER, AI is the tool of the future as it has so many beneficial applications. Therefore, I do use AI in many areas of my work life, that by doing so, has allowed me to have much more time to focus on other areas of my work life. Change, if it is for the better, will make your life better.

YOUR BUSINESS for instance—When was the last time you ran a SWAT analysis on your business or brought in a consultant to analyze the way you are doing business. I am confident that everyone reading this article owns one or more automobiles. I am also confident that most of you get your car inspected every year, change the oil every 3000 to 5000 miles, take your car to be washed and respond to your "check engine" light. WHY do you do those things? Because you want your car to run well, be safe and dependable and to protect your investment. Your business needs the same TLC and, contrary to some peoples' belief, your business does not take care of itself. In fact, businesses do not go out of business all by themselves. People run businesses out of business by not taking care of them. Many ways of doing business have changed since Covid. Even if it worked well before Covid, many changes have taken place since then that may necessitate you re-visiting what you do and how you do it. You might find that a few simple changes and adaptations to new technology could result in better—faster—less expensive results.

As for the FUTURE—Bob Dylan in an album released in 1964, sang the song "Times They are a-Changing". Funny

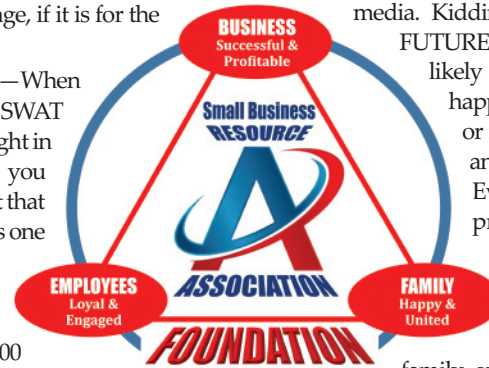
how 60 years later his message is just as powerful. Fear of change prevents growth and moving forward. Fear of change holds back progress. Fear of change allows others to take advantage of change and be more successful. If it were not for change, we would still be using horses for transportation, telegraphs for communication, drawings for pictures, candles for light and worse yet—no social media. Kidding aside, we need to embrace the

FUTURE which is defined as "at a later time, likely to happen or exist". The future will happen and exist whether we embrace it or not. Let's assume we will embrace it and therefore we must prepare for it. Every generation had it better than the previous generation because of change. Don't try to hold back the natural course of life by not embracing the opportunities that the future might bring to you, your family, your business, your community and

our Nation. The rest of the civilized world is stepping into the future by studying, embracing and implementing change. We better do the same.

It is YOUR CHOICE—You can take the informal belief of an Ostrich and be someone who says that a problem does not exist, because they do not want to deal with it. Bury your head in the sand and hope it disappears. The problem with that theory is that when you pull your head out of the sand, the problem not only still exists, but in most cases it has gotten worse. Don't bury your head to change. Choose to get informed, get educated, associate with people that are thinking about how to make life and work better and easier. Become part of the future so it doesn't pass you by.

REMEMBER— IT'S YOUR BUSINESS—
YOUR FUTURE—YOUR CHOICE



SBRA Business Spotlight



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TOP REASONS TO PARTNER WITH AN OUTSOURCED HR CONSULTING FIRM



By Tamara DeLoretta, **Hubric Resources**

In today's competitive business landscape, companies of all sizes face complex human resources challenges that demand expertise, efficiency, and a strategic approach. For many businesses, partnering with an outsourced HR consulting firm is the key to navigating these challenges while focusing on growth and core operations. Here are the top reasons why working with an outsourced HR consulting firm can be a game-changer for your business.

1. Access to a Wealth of Expertise and Experience: An outsourced HR firm brings together a team of seasoned HR professionals with diverse backgrounds in various industries. With decades of combined experience, consultants are equipped to handle all aspects of human resources, from compliance and employee relations to talent acquisition and organizational development. This breadth of knowledge ensures that your business receives expert advice tailored to your specific needs, helping you avoid costly mistakes and improve HR processes.

2. Cost-Effective Solutions and Scalability: Maintaining an in-house HR department can be costly, especially for small to mid-sized businesses. Outsourcing HR functions allows companies to access top-tier HR expertise without the overhead costs of full-time staff. Moreover, their services are scalable, meaning they can adjust their level of support based on your evolving business needs, whether you're expanding, restructuring, or navigating a temporary surge in demand.

3. Enhanced Compliance and Risk Management: Keeping up with ever-changing employment laws and regulations can be overwhelming. An outsourced HR firm helps businesses stay compliant with federal, state, and local employment laws, reducing the risk of fines, lawsuits, and other legal issues. They conduct compre-

hensive audits and provide proactive strategies to ensure that your HR policies and practices meet legal requirements and industry standards, giving you peace of mind.

4. Focus on Core Business Goals: HR functions are essential but often time-consuming, taking valuable resources away from core business activities. By outsourcing HR tasks such as payroll, benefits administration, and employee training, your team can focus on strategic goals and operational efficiency. Outsourced support allows business leaders to concentrate on what they do best—growing the business and enhancing profitability.

5. Improved Employee Engagement and Retention: A company's success is closely tied to the performance and satisfaction of its employees. Outsourced HR firms specialize in developing customized employee engagement strategies that foster a positive workplace culture, boost morale, and enhance productivity. They will tailor their approach for areas such as performance management, conflict resolution and employee development. This tailored approach helps companies to retain top talent, improve employee engagement, and ultimately reduces turnover costs.

6. Strategic Guidance for Growth and Transformation: Whether you're planning a major expansion, merger, or simply looking to refine your current operations, outsourced HR support provides strategic HR guidance to support your business objectives. HR consultants work with you to align your human capital strategies with your overall business goals, offering insights that drive decision-making and foster sustainable growth.

Partnering with an outsourced HR consulting firm provides your business with a powerful combination of expertise, flexibility, and strategic support. By taking the burden of HR management off your shoulders, they will enable you to focus on what matters most: achieving your business vision.

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SBRA EVENTS

Events: Register at <https://www.sbrassociation.com/#EVENTS>

Tune Up Tuesday Zoom Workshop

information. sharing. motivating.



Tuesday, October 15th

9:30-10:30 a.m., presented by JBT Bank
(see events page for details)

SBRA Breakfast Referral Club

• Friday, October 4th

7:30-9:00 a.m. at B2 Bistro in West Reading

• Friday, October 18th

7:30-9:00 a.m. at B2 Bistro in West Reading

Networking Mingle

Wednesday, October 30th

5:30-7:00 at B2 Bistro in West Reading

Zoom Membership Benefits Update

Learn How the SBRA Can Help Your Business Grow – October 30th 9:00-9:30 a.m.

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Will Omlor, EOS Implementer